Sales Rep Development Opportunities

51860 7064

Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

Development Needs:

- Reinforce SR Role in SF2000.
  - Accountabilities / SF2000 Role
- Ensure Six Step Selling Approach is fully understood
  - Focused against the 3 P's

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

SR Development Plan:

- Conduct training session with Division SR's.
  - DM / RBM to conduct
- Training Topics
  - Reinforce SF2000 Role - *Selling Mentality*
  - Six Steps
  - 3 P's

What?

How?

Why?

Tools?

- **Leading to the development and execution of business plans**

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

SR Development Plan:

- Interactive Meeting
  - DM/RBM to present topics / training
  - SR's to share present methods and best practices
- Determine Future Training Needs
  - For SR Position
  - Individually

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

*Reinforce Role in SF2000

- Review Job Accountabilities
- Focused on Selling Activities
- Mentality to drive Profitable Volume in every call

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

**Six Step Selling Approach

❶ Analyze

- Define
- RJR Brand Sales vs. Competition
  - AIM Review (General)
  - AIM Assignment Review
  - AIM Notebook Review
  - Retailer Invoices

• 3 P's vs. Company Objectives

- Product Availability
  - Introduce new Product availability report
  - OOS / Inventory Issues
- Presence
- Promotion / Pricing
  - Laptop Penny Profit Training

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

Six Steps continued

❷Determine Objectives

- Define
- Demonstrate with specific examples

❸Develop a Business Plan

- Define
- Demonstrate with specific examples
- Training exercise utilizing Springfield form

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

Six Steps Continued

❹ Sell

- Define
- Selling / Presentation Tools Training?
- PM Exclusive Discussion
- Bundling Tool Training

❺ Communicate

- Define
- Discuss Issues / Best Practices

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

Six Steps Continued

❻ Evaluate

- Define
- Demonstrate / Train

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000

Follow Up Steps to Training Sessions

- Determine Future Training Needs and Plan
- DM to continue one on one training

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Source: https://www.industrydocuments.ucsf.edu/docs/xrdn0000